ABSTRACT

A specifying portion 371 for specifying a favorite content list of other user "U" indicating same contents as those indicated by a favorite content list D_t1 of a user U_A among a plurality of favorite content lists D_t respectively indicating contents favored by respective users "U" defined by corresponding to the respective users "U"; and a recommendation list generation portion 372 for ranking based on number of respective contents indicated by the favorite content lists D_t of other users by using the favorite content list D_t1 and a favorite content lists of other users "U", and generating a recommendation content list D_r1; are provided.